

December 29, 1958

The Berg Company
Madison, Wisconsin

Gentlemen:

I would appreciate it if you would forward to me the catalogue of your rotating displays. Would you be kind enough to send them to my attention and, in addition, send any comments you may care to make on whether items of this sort have been used in museums as well as commercially.

Sincerely yours,

ERIC P. NEWMAN

EPN/atb

BERG COMPANY, INC.



1300 E. BELTLINE, MADISON, WISCONSIN • PHONE CHerry 4-2457

THE WORLD'S FINEST MOTION DISPLAYS

December 31, 1958

Eric P. Newman
Edison Brothers Stores Inc.
400 Washington Ave.
St. Louis 2, Missouri

Dear Mr. Newman:

Per yours of December 29. We are pleased to enclose herewith descriptive literature and an order form which sets forth current prices on the various Berg Selector models.

Current models are being used in all types of merchandising of articles from 2 3/4 inches to 4 inches in diameter which is the width of our present trays. However, at present we are working on several new models that will accommodate items up to one foot in size. Incidentally we are presently working on a model that is designed primarily for the shoe industry which will accommodate from fifty to a hundred shoes in a revolving merchandising display.

We are asking our Mr. Harcastle to contact you for an appointment or for the discussion concerning any additional details we might be able to give you.

Very truly yours,

BERG COMPANY, INC.

C. W. Regenberg
C. W. Regenberg
Sales Manager

CWR/df

Encl: Brochure
Order forms (2)
Testimonial
Photograph

cc: J. R. Harcastle

BERG SELECTORS DISPLAY A CONSTANT PARADE OF MERCHANDISE ON MOVING TRAYS



MULTIPLY YOUR MERCHANDISE SALES AND PROFITS —

WITH A

BERG

Selector



MERCHANDISE
ON MOVING TRAYS
ATTRACTS ATTENTION
—STOPS TRAFFIC

OCCUPIES
ONLY 5 SQUARE
FEET OF FLOOR
SPACE

DISPLAYS A CONSTANT PARADE
OF MERCHANDISE ON
MOVING TRAYS

COSTS LESS
TO OPERATE
THAN A 60
WATT BULB

A FLIP OF
THE SWITCH STOPS
THE MOTION FOR
SELECTION OF
ITEMS

USERS REPORT
SALES INCREASES
OF 500%
AND MORE

DISPLAYS MORE
ITEMS THAN 2
EIGHT FOOT
CASES

KEEPS
MERCHANDISE
CLEAN AND
SALEABLE

LOSSES FROM
SHOPLIFTING
ARE
ELIMINATED



MODEL A-29 (29 trays) • MODEL A-44 (44 trays)

The *Salesmaker*

This attractive floor case is built of beautiful Prima Vera wood, in natural blond finish. Custom finishes available on special order. Overall dimensions, 32" wide, 23" deep, 38½" high. Model A-29 has 29 white Styrene merchandise trays 2¼" wide, 29" long, ½" deep. Available as Model A-44 with 44 trays, 1½" wide, 29" long, 1¼" deep. Brilliant interior neon lighting. Heavy plate glass top and front. Shipping weight 150 lbs.

The merchandise display trays move on an endless chain driven by a silent AC motor. The trays move forward for several seconds — then pause several seconds — automatically. A customer "hold-switch" stops the motion for close examination of merchandise. The switch will also reverse the tray movement.

All Berg Selectors are supplied with a complete set of rayon flocked tray liners which are available in a choice of 6 attractive colors. The trays are easily dressed to accent different types of merchandise. Additional liners may be ordered from the factory at a very low cost.



B-29
MERCHANDISER



B4-18
PROFITMAKER



BERG

Selectors

Let These Silent Salesmen
They'll More Than Pay

THE *Merchandiser*

The B-29 is a junior model of the A-29. It requires only $3\frac{3}{4}$ feet of floor space. The unit is 22" wide, 23" deep, $36\frac{1}{2}$ " high — with legs. With legs removed the unit is $26\frac{1}{2}$ " high. In beautiful natural finish Birch. Custom finishes are produced on special order. The merchandise trays revolve on an endless chain driven by a silent AC motor. Model B-29 has 29 white Styrene display trays $2\frac{3}{4}$ " wide, $19\frac{1}{2}$ " long, $\frac{5}{8}$ " deep. Renewable tray liner strips are available in a choice of 6 attractive colors. Neon tube interior lighting. The unit is equipped with ball bearing casters. It may be rolled in front of display windows or front door as a traffic-stopper during closing hours. Shipping weight approximately 100 lbs.

THE *Profitmaker*

This handsome display case comes in Birch, with natural blond finish. Special custom finishes are available on order. The standard Model B-4-18 has 18 trays, 4" wide and $19\frac{1}{2}$ " long. This case may be ordered as Model B3-30, with 30 trays $2\frac{3}{4}$ " wide and $19\frac{1}{2}$ " long. The trays for these models are interchangeable and extra trays may be ordered from the factory. The wider trays are best suited for displaying larger merchandise; the narrow trays for smaller items. Many merchants purchase these cases in pairs. The overall case size is $22\frac{1}{2}$ " wide, 23" deep and $38\frac{1}{2}$ " high. The unit requires only $3\frac{3}{4}$ square feet of floor space. Casters, installed at the factory, at a small extra charge. Approximate shipping weight 100 lbs.

BERG SELECTORS WILL OUTSELL

Sector



**en Go To Work For You —
Their Way — Every Day!**

THE *Sportmatic*

The W-8 Sportmatic is a real traffic-stopper whether used in the window or on a store counter. Smart mottled exterior finish — in a choice of Hamlet Black or Ivanhoe Brown. The curved front is clear plexiglass. The interior is brilliantly illuminated to highlight the merchandise. The W-8 has 8 white Styrene plastic trays 4" wide, 19½" long. Four moving trays are constantly in view. Beautiful foam tray liners, in a variety of colors, accent the items shown. A door in the back is used for loading, dressing or dispensing merchandise. Equipped with a customer "hold-switch" for closer examination of merchandise. 560 square inches of moving display area. The unit is 20¾" high, 22" wide and 15¾" deep. Shipping weight 40 lbs.



W-8 SPORTMATIC

THE *Jewelmatic*

The W-12 Jewelmatic has proved time and time again that it will sell slow-moving merchandise unbelievably fast, and at regular prices. It keeps the merchandise clean and beautiful and eliminates pilferage. Indirect lighting shows off the merchandise to its best advantage. The Jewelmatic has 12 white display trays 19½" long, 2¾" wide. Overall height of the unit is 18½", width 22", depth 12". In choice of black or brown mottled finish. Ideal for window or counter use. Six trays of moving merchandise are constantly in view. Trays move forward for several seconds — then pause for several seconds. A customer "hold-switch" stops the movement for examining merchandise. The Jewelmatic will quickly pay for itself. Shipping weight approximately 32 lbs.



W-12 JEWELMATIC

ANY DISPLAY CASE IN YOUR STORE

JIM... COME AND SEE THIS AMAZING DISPLAY... THE TRAYS ARE ROTATING... AND LOOK, YOU CAN STOP THEM — AND REVERSE THEM.



**THE MERCHANDISE IN MOTION
CATCHES THE SHOPPER'S EYES**

SAY! THAT'S REAL MERCHANDISING.

WHAT A LOVELY BRACELET — LET'S CALL THE CLERK.



**THE CONSTANT PARADE OF ITEMS
HOLDS THE SHOPPER'S ATTENTION**

I'LL TAKE IT!



**ITEMS ARE SELECTED — AND THE
SELECTOR MAKES ANOTHER SALE**

In modern merchandising every foot of display space must pay its way — in sales volume. "Dead spots" must be turned into "live-spots" — whenever possible.

Thousands of aggressive merchants have discovered that one of the best cures for a "dead spot" is a Berg Selector. These merchants report that Selectors show sensational sales increases over the conventional "still" display case.

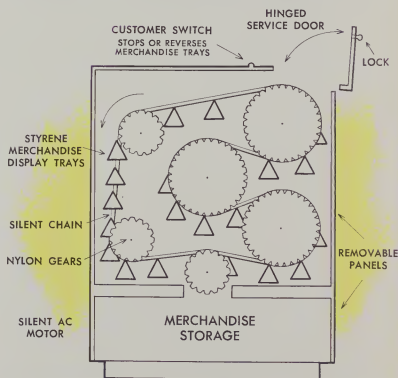
In only 5 square feet of floor space a Berg Selector will display more items than 2 standard 8 foot cases. And the Selector does a better job because the merchandise is displayed *in motion*.

The motion *stops traffic*. The constant parade of brilliantly lighted items *holds the customers' attention*. And the customers *buy*.

Here is impulse selling that *really* sells.

BERG SELECTORS Make Money For —

- Sporting Goods Stores
- Jewelry Stores
- Hobby and Gift Shops
- Hardware Stores
- Department Stores
- Ladies Ready-to-Wear Stores
- Mens Clothing Stores
- Drug Stores
- Bus Stops
- Air Terminals
- Railroad Stations
- Night Clubs and Restaurants
- Hotels and Motels
- Resorts
- Music Stores
- Wholesalers, display rooms
- Opticians
- Camera Shops



**DIAGRAM SHOWS TRAY SUSPENSION
AND THE ROUTE OF TRAVEL**

Start BERG SELECTORS Making Money For You — Write Today For Information

ALL BERG SELECTORS ARE WARRANTED AGAINST MECHANICAL DEFECTS FOR ONE YEAR

Manufactured by the BERG COMPANY, Inc. • 1300 East Beltline, Madison, Wisconsin

A SUBSIDIARY OF
DECO
DASHY EQUIPMENT CO.

SUBMITTED BY:

DATE _____



Manufacturers of the
BERG SELECTOR

SOLD TO: _____

STREET _____

CITY & STATE _____

[illegible]

Order No.

When Ship.

Truck ☐ Rail Freight ☐

Express ☐ Parcel Post ☐

Do you have a Truck Carrier Preference?

TERMS: Net F.O.B. Madison, Wisconsin
 Open Account ☐ D & B Established
 Cash with Order ☐ C.O.D. 25% with Order ☐
 Sight Draft B/L ☐
 If SDB/L Please Name Bank

QTY.	DESCRIPTION OF UNIT	UNIT PRICE	TOTAL	SPECIFY STD. WOODS	CABINET FINISH	TRAY LINERS QTY.	COLORS
	MODEL "A" SELECTOR						
A29	with 29 - 2-3/4" Trays	\$395.00		BIRCH ☐ PRIMA VERA ☐			
A35 Comb.	with 17 - 2-3/4" Trays and with 18 - 1-7/8" Trays-No Liners	395.00		BIRCH ☐ PRIMA VERA ☐			
A44	with 44 - 1-7/8" Trays-No Liners	395.00		BIRCH ☐ PRIMA VERA ☐			
	MODEL "B" SELECTOR						
B29	With 10" Legs and Casters	321.50		BIRCH ☐ PRIMA VERA ☐			
B18	with 18 - 4" Trays	341.50		BIRCH ☐ PRIMA VERA ☐			
B24	with 9 - 4" Trays & 15 - 2-3/4" Trays	341.50		BIRCH ☐ PRIMA VERA ☐			
B30	with 30 - 2-3/4" Trays	341.50		BIRCH ☐ PRIMA VERA ☐			
	MODEL "W" COUNTER WINDOW SELECTOR						
W8	with 8 - 4" Trays	110.00		BLACK ☐ BROWN ☐			
W12	with 12 - 2-3/4" Trays	100.00		BLACK ☐ BROWN ☐			
	OTHER ITEMS						
	Special Finish	10.00					
	Casters - Floor Model - 1 set	2.50					
	EXTRA TRAYS						
	2-3/4" For Model A	1.10					
	1-7/8" For Model A	.90					
	4" For Model B & W	1.25					
	2-3/4" For Model B & W	.90					
	All Motors Are for AC Current Only						

BIRCH CABINETS - Blonde Finish
PRIMA VERA CABINETS - Natural Wood Finish
No Tray Liners For 1-7/8" Trays

2-3/4" Rayon Flaked Liners
For All 2-3/4" Trays

BLACK	RED	PINK
GREY	YELLOW	BLUE
GREEN	WHITE	TORQUOISE

Extra Liners at \$1.00 per Dozen
3 Dozen \$2.50

4" Foam Plastic Cushion Liners
For All 4" Trays

YELLOW	GREEN	BLUE
PINK		RED

Extra Liners at \$1.80 per Dozen

FOR SPECIAL REMARKS:

Authorization to Ship as Specified Above

Firm

Buyer's Signature: _____

UNSOLICITED TESTIMONIALS RECEIVED FROM
DEALERS USING THE BERG SELECTOR

Milwaukee, Wisconsin: "We have had two of your Selectors in service for four months. They have paid for themselves by moving merchandise we have had in the place for years. I want two more for my store."

St. Paul, Minnesota: "I get list prices for everything I put in our Selector. Before we had it, we had to cut the price on slow moving items. I would not take \$500 for it if I could not get another."

Kenosha, Wisconsin: "It may be of interest to you to know that we are not using our Selector for fishing tackle. We use it for photo lens and camera supplies. It is doing a wonderful job. Any recommendations you may need, refer them to us. We are very pleased."

Terre Haute, Indiana: "We were thrilled that it came in time for our fall "Mistletoe Market" where it was the center of attraction. We continue to receive many compliments on it and find it very helpful in displaying our jewelry."

Rockford, Illinois: "Wholesale tackle salesman: "I have been selling fishing tackle to a customer who has a Berg Selector. It is in a small town in the northern part of Wisconsin. He is very happy with it, and believe me, he sells tackle. I sell him over a hundred dollars per week, and I am only one of his suppliers. I am giving you the names of two other dealers in that territory who want a Selector."

Flint, Michigan: "We have arranged our Selector for displaying flies. It is very colorful and is doing a tremendous job. Thanks for giving us a merchandiser like the Berg Selector."

Des Moines, Iowa: "We had a Berg Selector in our Sportsman Show. We have displayed at that show for many years. This year we sold many times more lures than ever before by using your Selector. We cannot get along without it."

Auconda, Illinois: "We have found especially handy in our displaying of fishing flies, the plastic dividers which you supplied us. We are staunch recommenders of your Selector which has done a fine job for us."

Warrington, Connecticut: "Am now proud owners of model A29 which I use for the largest selection of domestic and imported pipes in Litchfield county."

St. Louis, Mo.: "Ken Connor used one of the Berg Selectors at the local sport show, and it was one of the outstanding features of any of the booths."

New York, New York: "I am happy to inform you that the machine we purchased from you for the exhibition of lures in the salesroom is paying for itself in a marvelous way, and we highly recommend it for any store."

Courtland, Alabama: "I have received my fishing tackle display counter and it takes more fishes eye than any other thing I ever bought. It has double my sales and don't have any trouble keeping the dust off. I am one more happy customer. Thanks a million."

Wewoka, Oklahoma: "Cannot improve upon perfection. We like it very much."

Shillington, Pennsylvania: "We have had wonderful results with the display in this Selector since May, 1955 at which time we received this Selector. Nothing like it for displaying merchandise and for customers to make easy and quick selections."

Washington D.C.: "You probably will be pleased to learn that we are really pleased with the Berg Machine Model A29 which we received this past week - it indeed has all the possibilities your literature describes. It will be after Labor Day actually before we will get the public reaction but all those who have seen it agree that it has terrific merchandising value."

McKeesport, Pennsylvania: "I'm quite proud I have your units in my store and very happy that I bought them."

New Albany, Indiana: "Incidentally, our Berg case has stirred up quite some comment among salesmen that call on us as they have told many of their customers to stop in and see ours in operation. We are proud of it as we have the only one in town so far."

Toronto, Ontario, Canada: "We have just purchased another from your Mr. Bently and it is certainly doing a fine job. We think it the best silent salesman every produced....".

Grayling, Michigan: "Very nice case and has sold quite a bit of extra merchandise for us."

Buffalo, New York: "The case has now been on the floor some 5 days and is in our estimation a terrific merchandiser."

Audubon, New Jersey: "I received the Berg Selector case this morning and I must say you have quite a product. I think that it will be very efficient in promoting extra sales."

Chicago, Illinois: "I just got back for four months in Europe and my clients failed to write or send a check to you. I've been hearing some very good reports on your Selector."

Evanston, Illinois: "We love the Selector!"

Richman, California: "Incidentally, during the first day of operation of this equipment, we sold some five dollars worth of small parts which I am certain would not otherwise have been sold. If this keeps up it won't take us long to get our investment back!"

Rock Island, Illinois: "...we do have one of the Berg Selectors in use at this time in our fishing tackle department, which we are very satisfied with."

Santurce, Puerto Rico: "Here are two pictures showing your cases in our new store. These cases are priceless because of the amount of merchandise they display in a vivid and interesting manner and I can safely say that the square feet occupied in our store by these two cases are by far the highest profit footage we have."

St. Joseph, Missouri: "Our plans for the future call for more of these selectors....We know that they do save labor and as we do not hire any help, appreciate the self-service aid which your selectors give. We can say, that after a years trial, like many others have, that we wouldn't take what we gave for it if we couldn't get another."

Chicago, Illinois: "These cases have made a tremendous hit in our neighborhood and continue to sell many baits for us."

Muncie, Indiana: "We purchased one of your model A29 Berg Selector cases and put it out on trial for one month. Because of the success of this one case our bank was willing to give us a nonsecured note, on our signature alone, to cover three more cases. We have placed these three cases also and their sales records are very encouraging and we are anxious to expand our business. This type of merchandising is proving very successful and we have several requests for these cases, and of course more cases would mean a faster turnover of merchandise."

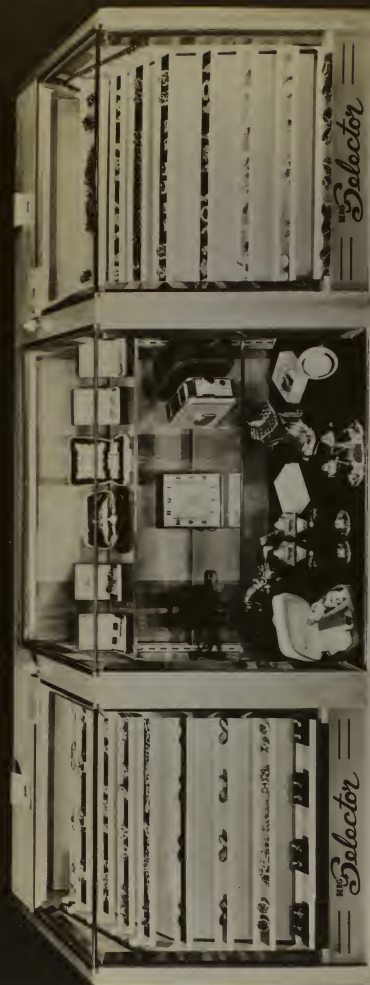
Sidney, Montana: "We like the new Berg Selector and feel sure that the added sales will soon pay for the case."

Anchorage, Alaska: "I have been very pleased with the results of my Berg Selector."

Port Arthur, Texas: "Looks like a honey to us."

New Orleans, Louisiana: "Our three Berg Selectors sure look good in our shop and they are selling the merchandise in them."

Chicago, Illinois: "We are pleased to deal with as reliable a firm as yours and if at any time you need reference from a satisfied customer, do not fail to call on us."



SHOWCASE MODELS

Model SC-B (With any tray combination)

Has one "B" Selector plus 2'3" Illuminated showcase.
Overall length 48".
List \$441.50.

Model Twin SC-B

Has one "B" unit at each end with 2'2" illuminated showcase
in center.
Maximum length 6'0".
List \$783.00

Model SC-B

Has one "B" Selector plus 4'1" illuminated showcase.
Maximum 6'0" overall length.
List \$541.50.

January 14, 1959

Dr. V. Clain-Stefanelli, Curator
Division of Numismatics
Smithsonian Institution
United States National Museum
Washington 25, D. C.

Dear Dr. Stefanelli:

Following up our discussion concerning a proper display for paper money and coins at the Smithsonian's new museum, we asked the representative of The Berg Company, of Madison, Wisconsin, to come to see us so that we could outline some thoughts with respect to a revolving display which the operator could move to any position by pressing a button. A display of this nature could hold an enormous amount of coins or paper money in frames which would hang vertically on an endless chain. The chain could be moved forward or backward if the operator desired. It could stop for a specific period and then move forward if you wanted to make it automatic. The important factor is that the person looking at the display could see exactly what he wished. It would have complete protection because it would be inside a locked case at eye level. Magnification could be placed on the glass in the front of the case. The frames could be perhaps 6' to 9' in height and almost any length - perhaps 3' or 4' and could hold a substantial amount of material. It would enable people to study all of the collection instead of having it put away in drawers and unavailable. Where it was important to show the back of coins a mirror setup could be arranged in the case to permit the back to be viewed. I am enclosing a sketch indicating what I have in mind.

A group of these cases would make the most educational, fascinating exhibit, which could be done in numismatics. The mechanism is very simple and is made by The Berg Company for the display of merchandise. It could be applied to many departments in Smithsonian.

I am enclosing the literature of existing equipment showing how units are already on the market where the coins could be laid flat, without mounting. They do not jiggle, and remain in a horizontal position at all times. The bearings are nylon and require no oiling.

-2-

Dr. V. Clain-Stefanelli, Curator
Smithsonian Institution

January 14, 1959

Please let your display men give this some thought and let us know your opinion.

Kindest regards.

Sincerely yours,

ERIC P. NEWMAN NUMISMATIC
EDUCATION SOCIETY

By Eric P. Newman

EPN/atb

cc:

Mr. Robert Harcastle
9705 Greenwood Terrace
Webster Groves 19, Missouri

9 February 1959

Dear Eric:

Some days ago we had a special meeting on fleas--or should we rather call them, from now on, siphonaptera? As you have probably heard in the meantime, you will not have to collect them from any St. Louis dogs or cats. I believe that in principle everyone agreed that you will obtain some already dead siphonaptera from us.

Best regards,

February 11, 1959

Mr. Robert Hardcastle
9705 Greenwood Terrace
St. Louis 19, Missouri

Dear Mr. Hardcastle:

After our last meeting I contacted the Smithsonian Institution and they have just written me that their Exhibit Staff has been in touch with the Berg Company and are very much interested in using the equipment for their exhibits in the Coin Department and perhaps otherwise. They tell me, however, that the Berg organization does not have any representative in the District of Columbia.

I think this matter is being neglected and you ought to do something about it.

Will you give me a progress report with respect to the design I submitted to you and with respect to any other design which Smithsonian has submitted to your company.

I am sending an extra copy of this letter so that you can send it in to your Home Office.

Cordially yours,

ERIC P. NEWMAN

EPN/atb

ERIC P. NEWMAN NUMISMATIC EDUCATION SOCIETY

6450 Cecil Avenue, St. Louis 5, Missouri

March 25, 1959

The Berg Company
9705 Greenwood Terrace
St. Louis 19, Missouri

Attention: Mr. Robert Hardcastle

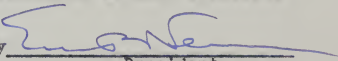
Gentlemen:

You advised us that there would be sent to us a copy of the plans prepared for Smithsonian Institution in connection with the coin exhibition problem. While you may have sent them the plans for the item we sketched out, we are very anxious to have a copy of those plans sent here as there is need for such equipment in several museums in the St. Louis area.

We particularly want to present the plans for this material to the National Park Service, which is developing a museum for the St. Louis Riverfront.

Sincerely yours,

ERIC P. NEWMAN
NUMISMATIC EDUCATION SOCIETY

By 

President

EPN/atb

A NON-PROFIT CORPORATION FOR EDUCATION
THROUGH RESEARCH AND EXHIBITION
OF COINS, CURRENCY AND HISTORIC OBJECTS

BERG COMPANY, INC.

1300 E. BELTLINE, MADISON, WISCONSIN • PHONE CHerry 4-2457



THE WORLD'S FINEST MOTION DISPLAYS

April 2, 1959

Eric P. Newman Numismatic
Education Society
6450 Cecil Avenue
St. Louis 5, Missouri

Dear Mr. Newman:

I have your letter of March 25, addressed to Mr. Hardcastle, concerning a Selector for the Smithsonian Institute.

We are somewhat embarrassed, both because of the treatment you have been given and the fact that we are not going to be able to live up to some promises that have been made to you.

The situation briefly is this. We are not in a position at the present time to take on the project of designing a special Selector for displaying coins. The project is attractive and one that we will be glad to follow-up at a later date. Due to the fact that our organization is somewhat limited, we are having to concentrate on models which we feel have a wider distribution, and that can provide us with immediate business.

I am sorry that we have to give you this kind of an answer, and again I want to repeat that we are sorry for the treatment you have been given, but we must face facts. Perhaps in another six to eight months, we will be in a position where we can discuss this project with you.

Very truly yours,

BERG COMPANY, INC.

W. K. Mansfield
87

W. K. Mansfield
Secretary-Treasurer

WKM/df

BERG SELECTORS DISPLAY A CONSTANT PARADE OF MERCHANDISE ON MOVING TRAYS



April 6, 1959

Berg Company, Inc.
1300 E. Beltline
Madison, Wisconsin

Attention: Mr. Mansfield

Gentlemen:

Thank you for your letter of April 2, 1959, which was most disappointing.

The idea that such a display case would be specially designed for coins is not what I had in mind. My thought was to have a display case capable of displaying anything which would be put in frames, such as cloths, butterflies, advertising cards, photographs, or a myriad of other items which are flat. I don't think there is any major difference between the equipment you are now making and what would be required for a setup of this nature. One would just substitute a frame on holders for your swinging trays.

Would you be kind enough to send me a detail drawing of the mechanism of your largest display case so that I might study it?

Sincerely yours,

ERIC P. NEWMAN NUMISMATIC
EDUCATION SOCIETY

EPN/atb

By _____
President

BERG COMPANY, INC.



1300 E. BELTLINE, MADISON, WISCONSIN • PHONE CHerry 4-2457

THE WORLD'S FINEST MOTION DISPLAYS

April 13, 1959

Eric P. Newman Numismatic
Education Society
6450 Cecil Avenue
St. Louis 5, Missouri

Attn: Mr. Eric P. Newman

Dear Sir:

In reply to your letter of April 6, I understand your desires a little better than I did at the time when I wrote you earlier.

Rather than send you any material at this time, I would prefer to wait another thirty to forty-five days. My reason for this is that we are finishing the work on a prototype of a larger display case which, if I understand your problem correctly, will give you a much better display unit. This unit will be a wall model with a much longer vertical chain motion, as well as larger trays, which I believe can be easily adapted to the purpose you have in mind.

As soon as we have pictures available, I will be glad to send them to you, and at that time get into the details of your problem.

Thank you again for your interest in this matter, you will be hearing from us.

Yours truly,

BERG COMPANY, INC.

A handwritten signature in dark ink that reads "W. K. Mansfield" with a small "64" written below the name.

W. K. Mansfield
Secretary-Treasurer

WKM/dr

BERG SELECTORS DISPLAY A CONSTANT PARADE OF MERCHANDISE ON MOVING TRAYS



ANNOUNCING THE NEW BERG "WALL-TYPE" MOTION MERCHANDISER

ROTATING
MERCHANDISE
TRAYS

TRIGGERS
IMPULSE
BUYING

ELIMINATES
PILFERING
LOSSES

UTILIZES
VERTICAL
SPACE

NEVER
REQUIRES
OILING

6 TIMES
MORE
MERCHANDISE
EXPOSURE

EYE-LEVEL
SELECTION
OF ITEMS

PUSH-BUTTON
CUSTOMER
CONTROL

IN
FINISHES
TO MATCH
ANY DECOR

RESERVE
MERCHANDISE
STORAGE



TRAY LENGTH— $31\frac{1}{8}$ " I.D.
TRAY WIDTHS— $2\frac{1}{2}$ " & $3\frac{3}{4}$ " I.D.
TRAY COMBINATIONS —
V-18 ... 18— $3\frac{3}{4}$ " TRAYS
V-30 ... 30— $2\frac{1}{2}$ " TRAYS
V-24 ... 15— $2\frac{1}{2}$ " TRAYS
9— $3\frac{3}{4}$ " TRAYS

MODEL V DIMENSIONS
HEIGHT 51" WIDTH 36", DEPTH 21"

Sold in this area by —

Manufactured by
BERG COMPANY INC.
MADISON, WISCONSIN

The *new* Berg
Motion Merchandiser...

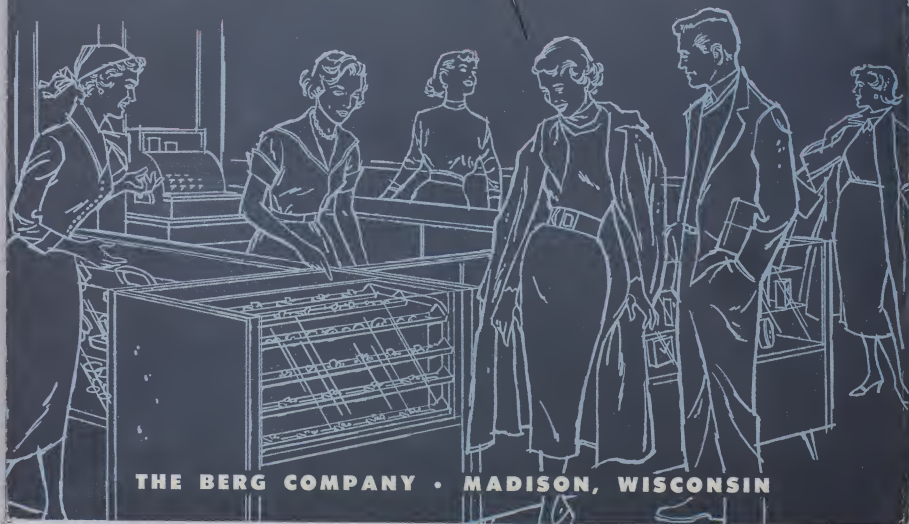


combined with
Matching Sections...



a *dynamic* new sales
tool...which sells
more merchandise
...in less space...
at greater profit

MOTION MERCHANDISING
BERG
Selector
MODERN AS TOMORROW



THE BERG COMPANY • MADISON, WISCONSIN

THE NEW BERG *MOTION* MERCHANDISER



- Continuously moving trays of attractive merchandise arrest and hold the shopper's attention . . . thus stimulating and triggering impulse purchases.
- Every item is displayed "top-shelf."
- Customer self-selection of items saves time for sales people . . . reducing selling costs.
- Pilfering losses are eliminated . . . allowing the showing of expensive items.
- Merchandise is always clean and salable.
- Converts store "dead spots" to "profit spots."
- Displays 6 times more merchandise per square foot than standard showcases.
- One Model A Berg Selector displays more items "top-shelf" than two standard 8-foot cases.

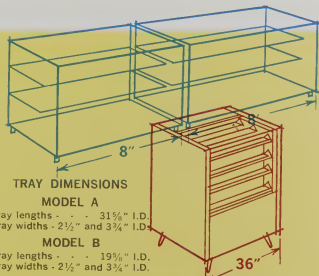
Berg Selectors are making money for thousands of merchants throughout the world, in practically every branch of retail selling.

The merchandise in motion stops traffic. The constant parade of brilliantly lighted items holds the customers' attention . . . and they buy. Here is impulse selling that really sells.

The newly re-styled cabinets, built around an aluminum frame, feature interchangeable exterior panels in a wide variety of wood and Formica finishes to harmonize with the store decor.

These new Berg Selectors provide the retailer with a sales tool which displays and sells more merchandise . . . in less space . . . at greater profit.

It's Tomorrow's Merchandising Today!



TRAY DIMENSIONS

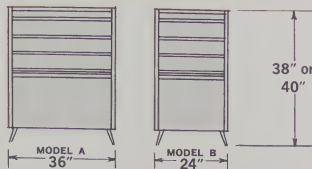
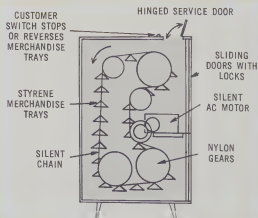
MODEL A

Tray lengths - . . . 31 1/2" I.D.
Tray widths - 2 1/2" and 3 3/4" I.D.

MODEL B

Tray lengths - . . . 19 1/2" I.D.
Tray widths - 2 1/2" and 3 3/4" I.D.

TRAY COMBINATIONS are the same for all A and B units. Example: you may use 18 - 3 3/4" I.D. trays . . . or 30 - 2 1/2" I.D. trays . . . or a combination of 15 - 2 1/2" I.D. trays with 9 - 3 3/4" I.D. trays.



MODEL A
36"

MODEL B
24"

38" or
40"

The motion merchandisers are available in two sizes: Model A which is 36" wide and Model B which is 24" wide. Choice of tapered legs or a solid base.

BERG *MATCHING* MODULAR SECTIONS



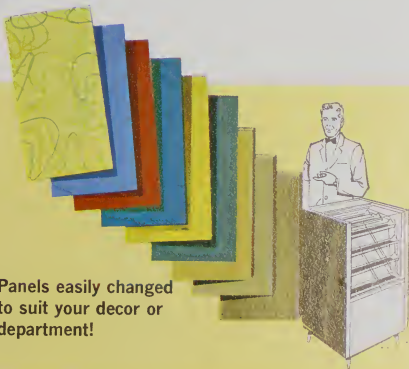
- These handsome new matching modular showcases are identical in appearance to the motion units and are used in combination with them to display larger related items in a department.
- The units are available in 2, 3, and 4 foot lengths.
- The glass shelves adjust to accommodate large items of merchandise.
- Brilliant neon lighting provides ideal illumination for the items on display.
- Polished plate glass, top and front.
- Sliding rear doors with locks.
- The framework of both cases is of extruded aluminum for strength, lightness and long life.
- The front and side panels are removable and may be changed, when desired, to harmonize with the decor of your store.

Slip in side and front panels in your choice of wood, Formica, and similar materials.

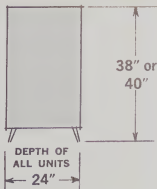
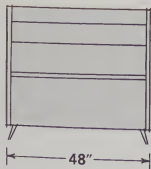
Now, when you change the decor of your store your display cases can be brought into harmony with the new interior, quickly and easily.

All you need do is slip new front and side panels into your Berg units. That's all there is to it.

And you have a choice of four beautiful wood finishes; Natural Prima Vera, Birch, Oak and Walnut. Or, if it's color you want you may choose from Formica shades and patterns available.



Panels easily changed to suit your decor or department!



The matching modular showcase sections are available in three sizes; 24" wide; 36" wide and 48" wide. Choice of tapered legs or a solid base.

BERG *MATCHING* MODULAR SECTIONS



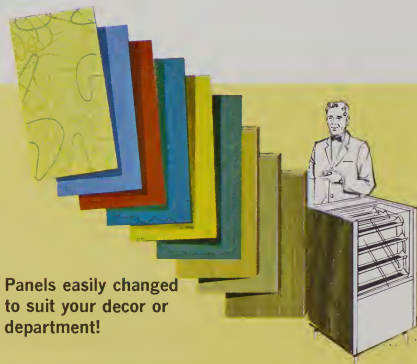
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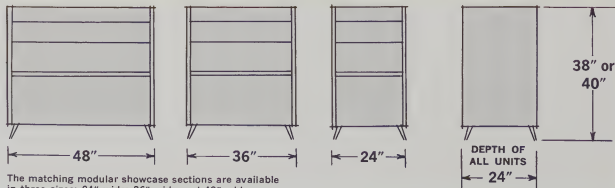
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Panels easily changed to suit your decor or department!





COMBINATIONS TO FIT EVERY SPACE NEED



SCA-6 COMBINATION

Combines the Model A with a 36" showcase section. Overall length 6 feet.

1" show-



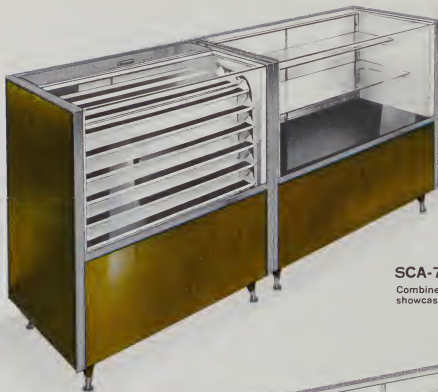
SCAT-9 COMBINATION

Combines twin Model A units with a 36" showcase. Overall length 9 feet.

SCB-6 COMBINATION

Here we see a Model B combined with a 48" showcase section. Overall length 6 feet.





SCA-7 COMBINATION

Combines a Model A with a 48" matching showcase unit. Overall length 7 feet.

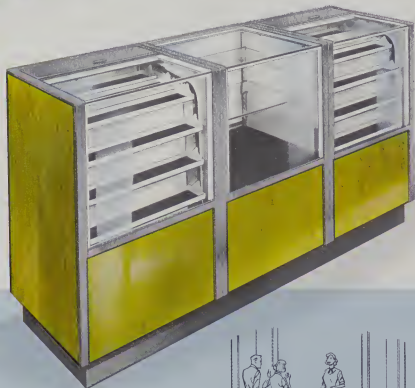


SCBT-8 COMBINATION

Twin 24" Model B units are combined with a 48" showcase. Overall length 8 feet.

SCBT-6 COMBINATION

Twin 24" Model B units on either side of a 24" showcase. Overall length 6 feet.





SCB-4 COMBINATION

Combines a 24" Model B with a 24" showcase unit. Overall length 4 feet.



TSCB-8 COMBINATION

Here we see twin 36" showcase units combined with a 24" Model B. Overall length 8 feet.

SCB-5 COMBINATION

A 24" Model B unit combines with a 36" Modular unit. Overall length 5 feet.



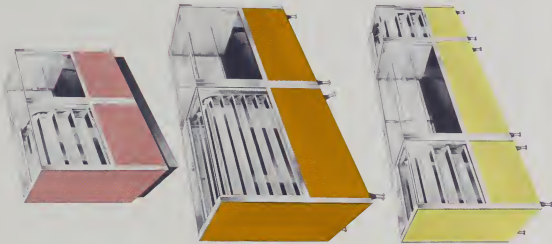
ALL BERG SELECTORS ARE WARRANTED AGAINST MECHANICAL DEFECTS FOR ONE YEAR
Manufactured by the BERG COMPANY, Inc. • 1300 East Beltline, Madison, Wisconsin



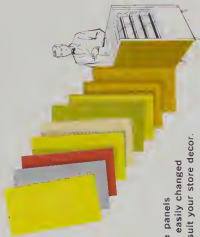
Distributor

K. C. McKINLEY
443 Catalina Ave.
Webster Groves 19, Mo.
WO 1-3249

**COMBINATIONS TO FIT
EVERY SPACE REQUIREMENT**



**SLIP-IN PANELS IN YOUR
CHOICE OF RICH WOOD
GRAINS OR FORMICA**



The panels
are easily changed
to suit your store decor.

Now, when you change the decor of your store your display cases can be brought into harmony with the new interior, quickly and easily. All you need do is slip new front and side panels into your Berg units. That's all there is to it.

And you have a choice of four beautiful wood finishes; Natural Prima Vera, Birch, Oak and Walnut. Or if it's color you want you many choose from Formica shades and patterns available.

Manufactured by
The BERG COMPANY, Inc., Madison, Wisconsin

Distributor
K. C. McKINLEY
443 Catalina Ave.
Webster Groves 19, Mo.
WO 1-3249

Litho in U. S. A.

4293

**MOTION MERCHANDISING
MODERN AS TOMORROW**

BERG
Selector



a *dynamic* new sales
tool which sells more
merchandise in less
space-at greater profit

THE NEW BERG **MOTION** MERCHANDISER

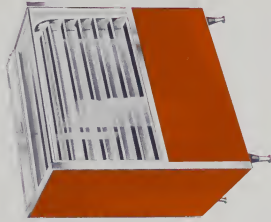
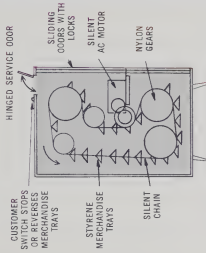
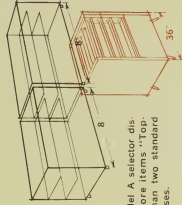


Diagram shows merchandise tray suspension and route of travel



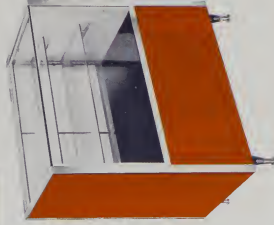
The continuously revolving trays of attractive merchandise arrest and hold the shoppers' attention ... stimulating and triggering impulse sales.

- Every item is displayed "top-shelf".
- Pilfering losses are eliminated ... allowing the showing of expensive items.
- Converts "dead-spots" to "profit-spots".
- Customer self-selection of items saves time for sales people.
- Merchandise is always clean and saleable.
- Displays 6 times more merchandise per square foot than standard cases.
- Berg Motion Merchandisers are available in 2 and 3 foot lengths.



One Model A selector displays more items "Top-shelf" than two standard 8-foot cases.

WITH **MATCHING** MODULAR SECTIONS



The matching modular cases are identical in appearance to the motion units and are used with them to display the larger related items of merchandise in a department.

- Available in 2, 3, and 4 foot lengths
- Brilliant neon lighting
- Polished plate glass, top and front
- Sliding rear doors, with locks
- Adjustable glass shelves
- Extruded aluminum frame for strength, lightweight and long life

PLANNING KIT FOR YOUR BERG MOTION MERCHANDISING DEPARTMENT



On the graph sheet pencil in an outline of the store area you plan to use for your motion merchandising department.

Then, with scissors or razor blade, cut out the scale-model drawings of the Berg Motion Merchandisers and the Matching Showcase units.

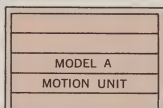
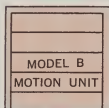
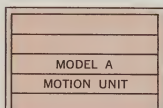
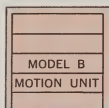
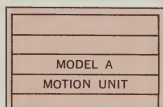
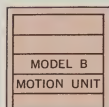
Now, place the cutouts of the units in the space pencilled in on the graph sheet. Try several combinations until you arrive at the most desirable arrangement. The resulting layout enables you to visualize the department exactly as it will appear before you invest a single penny.

For the planning of a large department we have included 3 scale-model cutouts of each unit.

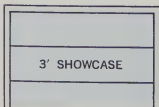
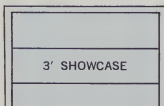
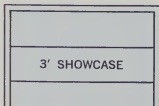
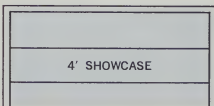
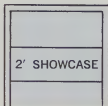
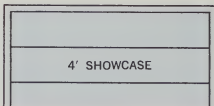
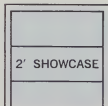
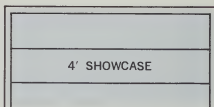
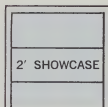
SCALE — $\frac{1}{2}$ " = 1 FOOT

THE BERG COMPANY • MADISON, WISCONSIN

BERG MOTION UNITS



MATCHING MODULAR SECTIONS



Shown above, in red, are scale-model cutouts of the 2 sizes of Berg Motion Merchandisers. Shown in blue are the 3 lengths of matching showcase sections. There are 3 cutouts each of all units which may be used in planning large departments.

Engineering Dept

1212 N. Stoughton Rd

Madison &
Wisc

Inner working parts
gears + drive

Stallan
Room 320
Sun Mon Tues

March 12, 1963

Berg Company
Engineering Department
1212 North Stoughton Road
Madison 4, Wisconsin

Gentlemen:

This organization is ready to purchase a number of museum display cases similar in many respects to your Motion Merchandiser. In 1959 this thought was originally mentioned to you and you indicated that you hoped that in the future our project could be revived.

The idea is to have a display consisting of vertically hanging rectangular frames, viewable from a standing position. The frames would hang straight down at all times instead of horizontally as your normal trays do. The chain could wind around enough sprockets so that their storage area would be both below the visible area and above the visible area. The frames would be about one foot in height and perhaps one-quarter inch in thickness. Their width could be in accordance with your standard.

You no doubt have considered this method to display certain types of merchandise, such as writing paper, silverware, cloth, wallpaper, and many other generally flat items.

What we would like to do is to acquire from you one set of chains, sprockets, suspensions, and drives so as to experiment with such a mechanism for museum purposes. We have no desire to go into manufacturing in any way but our ideas could be of benefit to you. All we want to accomplish is to produce a vertical display system which the public can control with a push button and which enables a great many things to be mounted in one display unit and be interchangeable when desired. We are a non-profit organization, as you realize.

I have discussed this matter with Mr. McKinley, who is your sales representative in St. Louis, and he suggested that I write directly to you and that possibly you might send the integral parts to us for preliminary experimentation. If you want to do the research, we would be delighted, but until the ideas are further tested as to how the machine can be

-2-

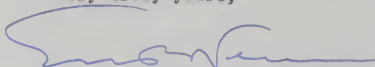
Berg Company
Madison 4, Wisconsin

March 12, 1963

best constructed, we could try to build a unit principally
with your parts. We will pay for the parts if you require it.

Would you be kind enough to cooperate with us in this regard.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Eric P. Newman", with a long, sweeping horizontal line extending to the right.

ERIC P. NEWMAN NUMISMATIC
EDUCATION SOCIETY

EPN/atb



BERG COMPANY, INC.

1212 NORTH STOUTHON ROAD • MADISON 4, WISCONSIN
TELEPHONE CHERRY 4-2457

March 25, 1963

Mr. Eric P. Newman
Eric P. Newman Numismatic Education Society
6450 Cecil Avenue
St. Louis 5, Missouri

Dear Mr. Newman:

Please pardon my delay in answering your letter of the 12th regarding the special cases. I have, however, been on an extensive travel schedule and show schedule, this being my first opportunity to clear my desk off.

I do not feel that our parts that we have will be of any benefit to you in customing a display such as you've mentioned in your March 12 letter.

We have toyed around with many, many ideas here in our plant, and from them have come up with some new equipment. However, none are applicable to the type of display you are speaking of. We have our standard production items, which we are concentrating on and in addition coming up with new equipment that will be applicable to many trade classifications. At the present time we are in no position to devote any time out of our experimental engineering to the type unit you propose. I do feel that as we see application open up we will possibly come up with something of a production nature that would be applicable to your idea of vertical display.

If you will allow me to pass on a few ideas, our experience would indicate that your best avenue for obtaining the various parts, etc. that you need, would be to investigate first with a rough layout in actual size, so that you can determine the number of gears as well as size required to clear the various frames as they pass over the top of these sprockets. You can find any number of standard punched or stamped sprockets that would fit your application. Number two, obtain through purchasing guides the catalogs and companies that manufacture the various types of chains available. Number three, there are many many different

con't.



THE NEW BERG
MOTION MERCHANDISER

WITH MATCHING
MODULAR SECTION

Page two
March 25, 1963

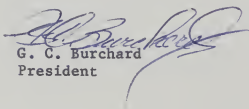
types of motors. I'm certain a standard motor and gear box is manufactured that would be suitable for your unit. Again, consult your purchasing guides. Actually the first item mentioned of layout is by far the most important, since it will steer you immediately on a shorter path.

I have mentioned our parts are not applicable. In addition we do have a policy that we do not send our parts out for anyone else to accomplish building or experimenting with motion displays, since this is our stock in trade.

I hope that you do not misconstrue my letter, we certainly do want business, however, each business has its limitations and this seems to be one of ours.

I hope that you are successful in building a unit of the type you mentioned. Actually it doesn't seem that it will be very difficult and I'm certain from your description that a unit of this type will indeed do a fine job for you.

Yours very truly,


G. C. Burchard
President

GCB:ew